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## Meyers Connection

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# The Meyers Connection

Lightning Rod or Peacemaker?

by **Barbara Meyers**, President, Meyers Consulting Services



The Library of Congress has initiated a major study of the Cataloging in Publication (CIP) program for the second time since its inception 20 years ago. John Celli, acting chief of the Cataloging in Publication Division, acknowledged that "faced with reductions in federal support, coupled with a growing number of publishers and publications seeking CIP data, we are investigating ways to improve the program and establish our future direction."

Funded by the Council on Library Resources, the project is being carried out by Sandra K. Paul (SKP Associates) and Barbara Meyers (Meyers Consulting Services). Sandy Paul was personally involved with CIP since its implementation at Random House in 1972. Together, Sandy and Barbara Meyers total over 40 years experience with the publishing and library communities, and Barbara brings market research talents honed by over 120 surveys to this new performance examination of the Cataloging in Publication (CIP) program.

The first study (conducted by Kathryn Mendenhall of Battelle and released in 1982) concentrated solely on the perspectives of the library community. The current study's design includes three surveys. Input

will be sought from all recipients of the Machine-Readable Cataloging (MARC) tapes which contain CIP data, all current CIP publishing participants, and a representative sample of the 112,000 U.S. libraries.

The library population will be segmented and representatively weighted into four groups: college/university, public, school, and special libraries.

The Council on Library Resources also assisted the Library in funding the previous survey of 2,366 libraries. The 1,657 libraries responding to the 1980 poll indicated widespread use of, and satisfaction with, the CIP program. The study currently underway will attempt to verify those earlier findings as well as reexamine the major assumptions upon which the CIP program is based.

Extensive and detailed information concerning the cost benefit implications of the CIP program will be solicited from all three survey populations—MARC tape subscribers, publishers, and librarians. In addition, the current survey will address such concerns as:

Is rapid production of data essential to meet publisher needs?

Are both CIP formats still required (i.e., CIP in the book and CIP on MARC tapes)?

Is the scope of the program adequate to meet the needs of the library community?

Should postpublication CIP verification be continued as a top priority?

At the present time, the questionnaires for the three survey populations are under development with the pre-test mailings to select MARC tape recipients and publishers scheduled for January and February 1991, respectively. Librarians who are part of the pretest can expect to receive a questionnaire in May.

The timeline developed for the three major surveys schedules the mailing to all MARC tape subscribers for late March and the mailing to all CIP publishers in late April. The samples of university, special, and public librarians will be canvassed in late July. Select school librarians should have their questionnaires waiting for them as they return for the 1991-92 academic year.

It is anticipated that a presentation of the findings resulting from all three surveys will be made at ALA Midwinter 1992 and that a final report will be ready for distribution in late February 1992. ☛

## Bit by Bit *continued*

contains all the information present on the old form, a good case could be made for eliminating duplication of effort in the library.

It may not be efficient to transfer all data through magnetic tapes or electronic means. It may make sense to use one method to create checks for major book vendors who receive payments on a weekly or monthly basis and another method for one-time payments to vendors from whom the library orders items only irregularly.

In the next issue of *ATG*, Part II will investigate some of the technical details involved in linking the library and accounts payable systems. The editors invite readers interested in the topic to send in their questions, comments, and experiences. ☛

## Rumors *continued from page 3*

has chosen to link 13 libraries and 11 campuses across Maryland using the CARL System. The Gelman Library at George Washington University is also the newest CARL Systems UnCover gateway user.

Applications are being accepted through April 15, 1991 for the 1991-92 Library/Book Fellows Program. For further information, contact the American Library Association, Public Information Office in Chicago at (312)280-5044.

And according to a news report as we go to press, Harcourt Brace Jovanovich has been sold

## Late Breaking Rumors

We have just learned that Mike Markwith is back at Faxon!! More details later.

And Otto Rapp is ill in the hospital. Send him something to perk him up: Winthrop University Hospital, 259 Fir St., Minneola, NY 11501, Room WP-282. We love you, Otto! Get well NOW! ☛

